

16th YEAR • A WEEKLY PUBLICATION

FILE COPY

8/20/56

# 1956

# Calendar

8 EAST 77th STREET  
NEW YORK 21, N. Y.

TRAFALGAR 9-2343

# fashion

january						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

february						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

march						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

april						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

may						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

june						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

july						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

august						
WEEK OF						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

september						
S	M	T	W	T	F	S
2	3	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

october						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

november						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

december						
S	M	T	W	T	F	S
2	3	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

january - 1957						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

february - 1957						
S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

march - 1957						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

RUTH FINLEY, EDITOR  
FRANCES HUGHES, ASSOCIATE EDITOR



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, AUGUST 17, 1956</u>			
Friday August 17 10:00 A.M. Breakfast	PRESS PREVIEW OF NEW HAT BAR Gimbels will preview their Fall collection of hats from their new boutique millinery bar. By invitation only. Publ: Margot Infantino, LO. 5-1500.	GIMBELS	4TH FLOOR MILLINERY SALON
<u>WEEK BEGINNING SUNDAY, AUGUST 19, 1956</u>			
August 19- August 24	NEW YORK GIFT SHOW AT THE HOTEL NEW YORKER & N.Y. TRADE SHOW BUILDING. Contact: George F. Little Management, 220 Fifth Ave., MU. 9-7147.		
August 19- August 25	NATIONAL DENIM WEEK. Theme: "Work Excitement". The Denim Council, 375 Fifth Avenue, MU. 3-9918.		Contact: Jessica Bradt,
August 20	REPUBLICAN CONVENTION IN SAN FRANCISCO.		
Beginning Monday August 20	FASHIONS FROM OCTOBER-NOVEMBER ISSUES "Three-Way Life of the Woman Who Works." October...fashions for on-the-job, after-five and weekend living; November...dressy fashions for the "Different Woman After-Five." Ready-to-wear, lingerie, foundations, shoes, hosiery, accessories, luggage and leather goods, silver on display. Open to store executives and buyers only. Daily showings 9:00-12:00 and 2:00-5:00. For appointments, contact: Elaine Kannars, PL. 9-2080.	CHARM MAGAZINE	CHARM SHOWROOM 1384 B'WAY - 18TH FL.
***** Monday * August 27 * 12:30 P.M.* Luncheon * *****	PREVIEW FOR *** BEAUTY EDITORS Press luncheon to introduce "Rose Aurora," Elizabeth Arden's new cosmetic color. By invitation only. Publ: Adele Dyer, PL. 3-3410.	ELIZABETH ARDEN	ST. REGIS HOTEL LOUIS XVI SUITE
Tuesday August 21 9:30 A.M. Breakfast	PRESS PREVIEW OF NEW LINENS Macy's will preview "The Midas Touch in Linens." (Note Change of Date & Time.) By invitation. Publicity: Nancy Rosenfield, OX. 5-4400, Ext.2431.	MACY'S NEW YORK	6TH FLOOR FINE LINEN DEPARTMENT
Tuesday August 21 2:00 P.M.	PREVIEW OF RESORT AND SPRING PRINTS Resort and Spring prints, with <u>exhibit from 2:00 P.M. to 7:00 P.M.</u> By invitation only. Contact: Marjorie Donohue, LO. 5-2140.	SILK AND RAYON PRINT INSTITUTE	SAVOY PLAZA HOTEL BALLROOM ENT. 58 ST.
Tuesday August 21- August 22	SEMI-ANNUAL LEATHER SHOW Forty-ninth semi-annual members' showing of American Leathers. Exhibit hours: <u>August 21--9:00 A.M. to 7:00 P.M.</u> ; <u>August 22--9:00 A.M. to 3:00 P.M.</u> Contact: Leif C. Kronen, Tanners' Council, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA

\*\*\*LAST MINUTE ADDITION...OUT OF DATE ORDER\*\*\*



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 22 10:00 A.M. Breakfast	PRESS PREVIEW: BUDGET SPORTSWEAR DEPARTMENT Gimbels will preview their new Budget Sportswear Department and showing of fashions. By invitation only. Publ.: Margot Infantino, LO. 5-1500.	GIMBELS	MAIN FLOOR BUDGET SPORTSWEAR
Wednesday August 22 12:15 P.M.; 6:00 P.M.	OPENING OF COLLEGE CAREER & COUNTRY SHOP Kresge-Newark will present college, career and country fashions. Press invited. <u>On Wed., August 29 at 12:15 P.M.</u> , showing of children's back-to-school fashions, Thimbleberry Room, 7th floor. Open to public. Publicity: Rita Nagle, Mitchell 2-8000.	KRESGE-NEWARK	3RD FLOOR
Wednesday August 22 2:30 P.M.	SEMI-ANNUAL SHOE STYLE CONFERENCE Semi-annual footwear style conference for Spring and Summer 1957, featuring apparel, fabric and color trends. For shoe, leather and allied fashion industries. Contact: L. E. Langston, Exec. Vice-Pres., MU. 6-7520.	NAT'L SHOE RETAILERS ASS'N. (274 MADISON)	HOTEL PLAZA TERRACE ROOM
Thursday August 23 4:00 P.M. Cocktails	PRESS PREVIEW OF RESORT SHOE COLLECTION Mademoiselle will preview its Resort and Advance Spring shoe collection. By invitation only. Contact: Renee Smith, LO. 4-3350.	MADemoISELIE SHOES	350 FIFTH AVENUE SHOWROOM - 7419
Thursday August 23 5:00 P.M. Champagne	HOUSE WARMING FOR THE PRESS I. Miller will invite the press to their completely redecorated store. By invitation only. Publicity: Ruth Hammer Assoc., EL. 5-7874.	I. MILLER & SONS, INC.	450 FIFTH AVENUE STORE - 40TH STREET
Friday August 24 2:00 P.M.	PRESS PREVIEW: HOME FURNISHINGS SHOW Seventh National Home Furnishings Show, with over 200 exhibits including major appliances, television, floor coverings, wallpaper, fabrics and furniture. Special feature will be 14 "personality" model rooms. By invitation only. Open to public, Aug. 25 - Sept. 9, 11:00 A.M.-10:30 P.M. (Sunday, 1:00-10:30). Admission: \$1.50. Publicity: Nan Morrison at Harold J. Siesel Co., 216 E. 49th St., PL. 9-6440.	NATIONAL HOME FURNISHINGS SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
Sunday August 26- August 30	FIFTY-FIRST ANNUAL JEWELERS CONVENTION More than 10 million dollars worth of jewelry, watches and silverware will be displayed. Contact: Charles M. Isaac, 551 Fifth Avenue, MU. 2-2764.	AMER. NAT'L RETAIL JEWELERS ASSOCIATION	WALDORF-ASTORIA
Monday August 27 9:30 A.M. Breakfast	PRESS PREVIEW: HATS AND FALL FASHIONS Abraham & Straus will preview "Lovely Lady" millinery and Rose Room fashions for Fall. By invitation. <u>Customer millinery shows</u> , Thurs., Aug. 30 on third floor at 5:30 and 6:30 P.M. Publ.: Juli Daves, TR. 5-7200.	ABRAHAM & STRAUS	7TH FLOOR EXEC. CONFERENCE ROOM
August 27 12:30 P.M.	LUNCHEON FOR BEAUTY EDITORS, BY INVITATION ONLY, TO INTRODUCE ELIZABETH ARDEN'S NEW COSMETICS COLOR. (See Page 1).		
Tuesday August 28 11:00 A.M.	"MISS BERGDORF" FALL FASHIONS The press will be invited to preview "Miss Bergdorf's" Fall fashions. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 28 11:00 A.M.- 4:00 P.M.	PRESS PREVIEW OF "TEXTILES, U.S.A." The Museum's first major exhibition devoted entirely to American textiles with 190 examples of apparel, home furnishings and industrial textiles produced during the last ten years by manufacturers and individual craftsmen, ranging from denim and brocade to automobile tire cord and nylon parachutes. Co-sponsored by American Fabrics Magazine. By invitation. Open to public Aug. 29 - Nov. 4. Publicity: Elizabeth Shaw, CI. 5-8900.	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET FIRST FLOOR & GARDEN
Wednesday August 29 5:00 P.M.- 7:00 P.M.	PREVIEW OF FALL DECORATOR FABRICS Jofa will present their Fall collection of upholstery and drapery fabrics. By invitation. Publicity: Richard Dillon, CH. 3-6112.	JOFA, INC.	45 EAST 53RD STREET
Thursday August 30 10:30 A.M. Breakfast	PRESS PREVIEW OF IMPORTS Macy's will preview imports and their own petite couturier imported fashions. By invitation only. Publicity: Nancy Rosenfield, OX. 5-4400, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday August 30 6:00 P.M.	SHOWING OF CAREER FASHIONS Russeks will present their career fashions. Open to public. Publicity: Marjorie Fields, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Sept. 3	LABOR DAY (Monday)--Legal Holiday.		
Monday Sept. 3 Evening;- Tuesday Sept. 4 Noon	ANNUAL FASHION AWARDS AT EXPOSITION IN DALLAS The Neiman-Marcus Nineteenth Annual awards for distinguished service in the field of fashion will be presented to Cecil Beaton of London, author, photographer, and costume designer; Mme. Marie-Louise Bousquet, Paris editor of Harper's Bazaar; and Guillian Camerino of Venice, designer of handbags. Fashion show and 1956 award presentation will be made before two audiences, Monday night and Tuesday noon, at the new Statler Hilton Hotel. Proceeds will go to the Dallas Garden Center. Contact: Kay Kerr, LO. 4-1200 in N.Y.; or Marihelen McDuff at Neiman-Marcus, Dallas, Texas.	NEIMAN-MARCUS	DALLAS, TEXAS
Tuesday Sept. 4 9:30 A.M. Coffee	PRESS PREVIEW: FALL COATS AND SUITS Ohrbach's will preview their Fall better coats and suits from the "Grey Room". By invitation only. ( <u>Note Change of Date.</u> ) Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SHOP
Beginning Tuesday Sept. 4	OPENING: HOLIDAY & IMPORT COLLECTION Mignon's holiday and import collection at continuous daily showings. Contact: Florence Farmer, BR. 9-5991. Publicity: Saul Richman Assoc., MU. 8-1770.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Sept. 4	SWIMWEAR OPENINGS IN LOS ANGELES <u>Sept. 4:</u> Jantzen. <u>Sept. 5:</u> Rose Marie Reid, Maurice Handler, Caltex. <u>Sept. 6:</u> Gantner. <u>Sept. 7:</u> Cole of California, Catalina, DeWeese Designs.	CALIFORNIA SWIMSUIT MANUFACTURERS	LOS ANGELES, CALIFORNIA



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>PRESS PREVIEWS: FALL CUSTOM-ORDER AND ORIGINALS</u> <u>FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED</u>			
Tuesday Sept. 4	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: GRACE DE MUN, PL. 3-4000
Wednesday Sept. 5	<u>BERGDORF GOODMAN</u> At 11:30 A.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF, PL. 3-7300
Thursday Sept. 6	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH, PL. 5-2600
Friday Sept. 7	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL: FRANCES ANDERSON, CI. 7-1100
Tuesday Sept. 11	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL: SOPHIE SHONNARD, EL. 5-6800
Friday Sept. 14	<u>MAINBOCHER</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL: ELEANOR LAMBERT, MU. 8-2130

Sept 5 BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 11:30 A.M. (See Above).

Wednesday  
Sept. 5  
3:00 P.M. PRESS PREVIEW OF MACY'S NEW YORK 13TH FLOOR BOARD ROOM  
Eighth Annual Accessory Bazaar and showing of their international collection. By invitation. Publ: Nancy Rosenfield, OX. 5-4400, Ext. 2431.

Sept. 6 ROSH HASHONAH -- First Day of Jewish New Year (Thursday).

Sept. 6 HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Above).

Sept. 7 HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Above).

Monday  
Sept. 10-  
Sept. 11  
10:30 A.M. PRESS PREVIEW OF HAWAIIAN DESIGNERS 424 MADISON AVENUE SUITE 1402  
Mitzi Wickham of Hawaii will present infants' thru teens' resort and loungewear by Nali'i Fashions Ltd. and children's accessories by Leslie C. Shelly of Honolulu. On Sept. 11 at 10:30 A.M., resort and loungewear--Noel of Hawaii and Sydney Designs; sportswear--Peggy Wood; accessories--Barbee's; jewelry--Merle Boyer and Leslie C. Shelly; men's shirts--Anton; beach toys--Bicki. By invitation. Publ: Elizabeth Maher Assoc., EL.5-4248

Monday  
Sept. 10  
11:30 A.M. PRESS PREVIEW OF BERGDORF GOODMAN 2ND FLOOR  
IMPORT COLLECTION  
Preview for the press of Bergdorf Goodman's import collection. By invitation only. Publicity: Florence Neff, PL. 3-7300.

Monday  
Sept. 10  
4:00 P.M.-  
6:00 P.M.  
Cocktails PRESS PREVIEW OF S. RUDOFKER'S SONS HAMPSHIRE HOUSE THE COTTAGE  
MEN'S FORMAL WEAR (PHILA., PA.)  
"His Majesty - Mr. Formal" preview of the "After-Six" Spring and Summer 1957 formal wear for men. Show at 5:00 P.M. Publicity: Dolly Ward at Saul Richman Assoc., MU. 8-1770.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 10- Sept. 14	NEW IMPORTED AND DOMESTIC FABRICS Showing of Spring and Summer silk fabrics. Press by invitation. Contact: Countess Denise Dolfin, LO. 4-3335, Publicity: Ken Williams, JU. 6-8217.	A. P. SILK CO., INC.	1412 BROADWAY SHOWROOM - 15TH FLOOR
Beginning Monday Sept. 10	OPENING OF HOLIDAY COLLECTION Holiday collection of junior dresses designed by Jack Baker. Continuous daily showings. Publicity: Lee Klein at Ken Williams, JU. 6-8217.	SUE BRETT	1400 BROADWAY SHOWROOM - 8TH FLOOR
Beginning Monday Sept. 10	RESORT & EARLY SPRING OPENINGS FOR BUYERS Contact: Resort Wear Guild, 740 S. Broadway, Los Angeles 14, California.	RESORT WEAR GUILD	LOS ANGELES, CALIFORNIA
Tuesday Sept. 11 10:00 A.M.- 12:00 Noon	PRESS PREVIEW OF DECORATIVE FABRICS Isabel Scott Fabrics will preview hand-loomed decorative fabrics, designed by Katherine Choy. By invitation. Publ: Allene Stearn, CI. 5-9300.	ISABEL SCOTT FABRICS CORP.	515 MADISON AVENUE SHOWROOM - 10TH FLOOR
Tuesday Sept. 11 12:30 P.M. Luncheon	FALL FASHIONS BY LUIS ESTEVEZ Fall fashions by Luis Estevez, available at Lord & Taylor, will be pre- sented during luncheon. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Grenelle-Estevez contact: Elizabeth Harris, LO. 4-5820. Produced by Mary Alice Rice, CI. 6-1790.	GRENELLE-ESTEVEZ LTD.	HOTEL AMBASSADOR BALLROOM
Tuesday Sept. 11 12:15 P.M.; 1:15 P.M.	FALL DRESSES BY ABE SCHRADER Showing of Abe Schrader's fashions in Milgrim's new Young Flair Department at 12:15 and 1:15. Press invited. Open to public. Milgrim Publicity: Gladys Steiner at Lester Harrison, PL. 1-2820.	MILGRIM	4TH FLOOR
Tuesday Sept. 11 1:00 P.M.	OPENING: CRUISE AND RESORT COLLECTION Showings of Cruise and Resort collection designed by Alan Phillips; and "Minuettes," cocktail dresses designed by Miss Mercedes. By invitation. Publicity: Lee Klein at Ken Williams, 124 W. 55th St., JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Sept. 11	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 4).		
Beginning Monday Sept. 11	OPENING: HOLIDAY AND CRUISE COLLECTIONS Continuous daily showings. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday Sept. 12 11:00 A.M.	MILLINERY COLLECTION BY MARTIN BELASCO Jay Thorpe will present Fall millinery designed by Martin Belasco. By invitation only. Publicity: Gloria Lynch, JU. 6-1000.	JAY THORPE	24 WEST 57TH STREET MAIN FLOOR
Wednesday Sept. 12 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Presentation of Branell Fall fashions, available at Best & Co. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Branell--Eleanor Lambert, MU. 8-2130; Best--Gay Stearns, PL. 9-2000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BRANELL	WALDORF-ASTORIA PEACOCK LOUNGE



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 12 12:30 P.M.- 2:30 P.M.	PREVIEW OF NEW WRAP 'N' TIE FASHIONS Swirl's new collection of Wrap 'n' Tie fashions will be previewed at a champagne brunch. <u>Showing at 2:00 P.M.</u> By invitation only. Publicity: Lee Klein at Ken R. Williams, 124 West 55th St., JU. 6-8217.	SWIRL (1350 BROADWAY)	THE EMBERS 161 EAST 54TH STREET
Wednesday Sept. 12 2:00 P.M.	PRESS PREVIEW: HOLIDAY AND RESORT COLLECTION Press preview Wednesday, Sept. 12. <u>Trade showings beginning Sept. 17 at 10:30 A.M. and 2:00 P.M.</u> By invitation. Publicity: Pauline Greene at Charles J. Charney, 101 W. 55th St., PL. 7-0955.	REMBRANDT FROCKS	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Sept. 12 2:30 P.M.	PREVIEW OF FALL AND WINTER COLLECTION Mme. Garnett will personally present her Fall and Winter collection. By invitation only. Contact: Floria Paci, EL. 5-5275. Publicity: Elizabeth Maher Associates, EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Wednesday Sept. 12 4:00 P.M. Cocktails	PREVIEW OF 1957 SWIMSUITS Jantzen will preview their 1957 "International Set" Cruise, Spring and Summer collection. <u>Showing at 4:30 P.M.</u> By invitation only. Contact: Maryle Allen. Publicity: Lillian Zmania, OX. 7-0811.	JANTZEN, INC.	HOTEL PLAZA BALLROOM
Wednesday Sept. 12 4:00 P.M.	PRESS PREVIEW: NEW FAR EASTERN SHOP Preview of gifts and decorative accessories in new Far Eastern Shop. By invitation. Publicity: Nancy Rosenfield, OX. 5-4400, Ext. 2431.	MACY'S NEW YORK	8TH FLOOR FAR EASTERN SHOP
Thursday Sept. 13 12:30 P.M. Luncheon	FALL SUITS BY BEN GERSHEL Ben Gershel's Fall suits will be presented by B. Altman during luncheon. Press by invitation. Public by reservation, contact: PL. 9-3000, Ext. 176. Altman Publicity: Eleanor Horton, MU. 9-7000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	B. ALTMAN & CO.	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 13 3:00 P.M.	PREVIEW OF FASHIONS BY MURIEL KING Press preview of Fall fashions by Muriel King, with Stein & Blaine furs. By invitation only. Contact: PL. 3-7700.	STEIN & BLAINE	13 WEST 57TH STREET 2ND FLOOR
Thursday Sept. 13 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF NEW LINGERIE FABRIC J.P. Stevens will introduce their new lingerie fabric "Angel's Touch." <u>Fashion show at 5:30 P.M.</u> By invitation only. Commentator: Betty Furness. Contact: Kay Rickman, OX. 5-1000.	J.P. STEVENS & CO., INC.	WALDORF-ASTORIA EMPIRE ROOM
Sept. 14	MAINBOCHER'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 4).		
Sept. 15	YOM KIPPUR--Jewish Day of Atonement (Saturday).		
Sept. 17- Sept. 23	NATIONAL SWEATER WEEK. Contact: Charles Reichman, Nat'l Knitted Outerwear Foundation, 386 Fourth Avenue, MU. 3-7520.		



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 17 4:00 P.M.	PRESS PREVIEW OF RESORT COLLECTION Hannah Troy will preview her Resort and Travel collection for the press. By invitation. Publ: Gladys Steiner, Lester Harrison, PL. 1-2820.	HANNAH TROY	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Sept. 18 11:30 A.M.	PRESS PREVIEW OF FALL READY-TO-WEAR Bergdorf Goodman will preview their Fall ready-to-wear originals. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 18 9:00 A.M. Breakfast; 4:30 P.M.- 7:00 P.M. Cocktails	INTERNATIONAL FASHION SHOW & FABRIC EXHIBIT The Dobeckmun Company of Cleveland will celebrate the 10th anniversary of Lurex, non-tarnishing metallic yarn, with an international showing of couture fashions and decorator fabrics. Showings for fashion and home furnishings press and publicists-- <u>9:30 A.M.</u> ; for retail representatives and special guests-- <u>5:00 P.M.</u> ; for retailers and manufacturers-- <u>Wednesday, Sept. 19 at same hours.</u> By invitation only. Contacts: fashion information: Julia Morse, Marion Christopher; home furnishings: Ellen Grotto at Anderson & Cairns, MU. 8-5800. Publ: Lynn Given at Dobeckmun, OX. 5-5380.	LUREX DIVISION, THE DOBECKMUN COMPANY	HOTEL AMBASSADOR BALLROOM - TRIANON
Tuesday Sept. 18 12:00 Noon Buffet	OPENING: HOLIDAY AND RESORT COLLECTION Sylvia Kaplan will present the Holiday and Cruise collection of dresses, suits and ensembles. <u>Showing at 1:15 P.M.</u> By invitation. Daily thereafter at 1:15 and 4:00 P.M. Contact: Genevieve Cawley, LO. 5-4115. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Sept. 18 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Harry Frechtel's coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	HARRY FRECHTEL	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Sept. 18 3:00 P.M.	PREVIEW: HOLIDAY & CRUISE COLLECTION By invitation only. <u>Daily showings from Wed., Sept. 19 at 11:00 A.M.</u> Contact: Lois Silverman, LO. 4-1860.	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Tuesday Sept. 18-20 3:45 P.M.	OPENING OF RESORT DRESS COLLECTION Sam Friedlander will present his Resort and Holiday collection of cocktail and evening dresses at 3:45 P.M., Sept. 18, 19, 20. Contact: FE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday Sept. 18 4:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS Jordan will preview the Sea Nymph Resort and Summer collection, designed by Grace Arcuri; also, introducing Mabs of California, couturier swimsuits. <u>Showing at 4:30 P.M.</u> By invitation. Publ: Helen Rothman, WI. 7-6700.	JORDAN MFG. CO. (SEA NYMPH)	HOTEL ST. REGIS ROOF
Wednesday Sept. 19 11:00 A.M.	PRESS PREVIEW: CUSTOM- ORDER ORIGINALS Oldric Royce will present his Fall and Winter collection of custom-made fashions. By invitation only. Publicity: Nona James, MU. 5-4834.	OLDRIC ROYCE	16 EAST 52ND STREET SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 19 12:00 Noon Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON Luncheon presentation of Fall fashions from the Hattie Carnegie Blue Room. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Hattie Carnegie Publicity: Sidney Winters, PL. 5-2600. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	HATTIE CARNEGIE BLUE ROOM	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Sept. 19 12:30 P.M. Luncheon	FALL FASHIONS BY MADELEINE FAUTH Luncheon showing of Fall fashions by Madeleine Fauth, available at leading stores. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Madeleine Fauth Publicity: Isabelle Crawford, BR. 9-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	"CLOTHES FOR YOU", INC. (1400 BROADWAY)	HOTEL PLAZA PERSIAN ROOM
Beginning Wednesday Sept. 19 2:30 P.M.	RESORT FASHIONS BY CEIL CHAPMAN Ceil Chapman will present her Resort and Holiday collection daily at 2:30 P.M. By invitation. Publicity: Alto Schiffrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Thursday Sept. 20 9:00 A.M. Breakfast	PREVIEW OF RESORT & SPRING COLLECTION Masket Bros. will preview their sportswear by Pembroke Squires; and separates by Frank Smith. By invitation. <u>Trade showings beginning Mon., Sept. 24 at 9:30 A.M.</u> Contact: Bernard Masket, BR. 9-7160.	MASKET BROS.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Sept. 20 11:00 A.M.	BEAUTY PRODUCTS, HATS & BOUTIQUE FASHIONS Lilly Dache will preview her Winter news in beauty, hats and boutique fashions to the press. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	LILLY DACHE (GENERAL BEAUTY PROD.)	78 EAST 56TH STREET PENTHOUSE
Thursday Sept. 20 12:00 Noon Luncheon	SEVENTH ANNUAL CONVENTION LUNCHEON Luncheon for members and their guests. (Members' meeting at 10:00 A.M.). Price: \$10.00, contact: Fragrance Foundation, 1 E. 53rd St., EL. 5-3168.	THE FRAGRANCE FOUNDATION	SAVOY-PLAZA HOTEL GOLD ROOM
Thursday Sept. 20 4:30 P.M. Cocktails	PREVIEW OF SWIMSUIT COLLECTION Preview of 1957 Cruise and Summer swimsuits and playclothes. <u>Showing at 5:00 P.M.</u> By invitation only. Publ.: Virginia Dickson, MU. 3-7020.	CATALINA, INC. (425 FIFTH AVENUE)	HOTEL AMBASSADOR BALLROOM
Friday Sept. 21 9:00 A.M. And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Fall presentation of imports at breakfast (9:00 A.M.) and luncheon (12:00 Noon). Speaker and commentator: Carmel Snow, Editor-in-Chief of "Harper's Bazaar." Co-Chairmen, Ready-to-Wear Division: Bettina Ballard and Margaret deMille. Prices: Breakfast--\$5.50 (members), \$8.00 (guests); Luncheon--\$7.50 (members), \$10.00 (guests). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Monday Sept. 24 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Ann Cox will present her Fall fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Ann Cox contact: Harry Collins, PL. 3-1437. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ANN COX, INC. (23 WEST 57TH ST.)	HOTEL PLAZA PERSIAN ROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 25 11:30 A.M.	PRESS REVIEW OF GIFTS AND ANTIQUES Bergdorf Goodman will preview their gifts and antiques to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Wednesday Sept. 26 12:30 P.M. Luncheon	SHOWING OF FALL READY-TO-WEAR FASHIONS Bloomingdale's "Green Room" fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Bloomingdale Publicity: Margaret deMille, EL. 5-6400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BLOOMINGDALE'S	HOTEL PLAZA PERSIAN ROOM
Wednesday Sept. 26 12:30 P.M. Luncheon	131ST ANNIVERSARY FASHION SHOW Arnold Constable will present Fall fashions at their 131st Anniversary luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publ: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM

RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

Beginning	DAVIDOW . . . . .	550 Seventh Avenue . . . . .	PE. 6-6909
Monday	DAVID M. GOODSTEIN, INC. . . . .	498 Seventh Avenue . . . . .	LA. 4-2577
Oct. 1	KANE-WEILL . . . . .	498 Seventh Avenue . . . . .	LO. 5-3041
	ZOLTAN ROSENBERG CO. . . . .	550 Seventh Avenue . . . . .	LA. 4-6691
	SPORT-CRAFT, INC. . . . .	550 Seventh Avenue . . . . .	LA. 4-9724

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

Beginning	LARRY ALDRICH CO., INC. . . . .	.530 7th Ave. (12 Fl.) . . . . .	CH. 4-1872
Monday	BEN BARRACK, INC. . . . .	.498 7th Ave. ( 7 Fl.) . . . . .	LO. 4-3923
Oct. 15	HARVEY BERIN LTD. . . . .	.530 7th Ave. ( 7 Fl.) . . . . .	PE. 6-0206
	BRANELL . . . . .	.530 7th Ave. (27 Fl.) . . . . .	PE. 6-6983
	OLEG CASSINI, INC. . . . .	.498 7th Ave. (11 Fl.) . . . . .	LO. 5-6453
	WILLIAM FOX, INC. . . . .	.530 7th Ave. (21 Fl.) . . . . .	OX. 5-4070
	ED GERRICK, INC. . . . .	.550 7th Ave. ( 7 Fl.) . . . . .	LO. 4-1820
	A. GOODMAN & CO., INC. . . . .	.530 7th Ave. (17 Fl.) . . . . .	WI. 7-4077
	GRABOIS . . . . .	.498 7th Ave. ( 5 Fl.) . . . . .	CH. 4-2767
	HARMAY . . . . .	.498 7th Ave. (22 Fl.) . . . . .	PE. 6-5547
	JACK HORWITZ ASSOCIATES . . . . .	.498 7th Ave. ( 9 Fl.) . . . . .	LO. 4-1860
	JOBERE, INC. . . . .	.530 7th Ave. (20 Fl.) . . . . .	PE. 6-1938
	JUNIOR SOPHISTICATES . . . . .	.498 7th Ave. ( 4 Fl.) . . . . .	LO. 4-0462
	NAT KAPLAN, INC. . . . .	.498 7th Ave. (21 Fl.) . . . . .	LO. 5-4115
	DAVID LEVINE CO. . . . .	.530 7th Ave. (21 Fl.) . . . . .	LA. 4-0237
	ROSALIE MACRINI . . . . .	.550 7th Ave. (11 Fl.) . . . . .	CH. 4-2655
	PAUL FARNES CORP. . . . .	.498 7th Ave. (10 Fl.) . . . . .	CH. 4-4600
	BEN REIG, INC. . . . .	.498 7th Ave. (23 Fl.) . . . . .	CH. 4-1542
	RUDOLF GOWNS . . . . .	.530 7th Ave. (12 Fl.) . . . . .	WI. 7-6865
	MARTIN SIMON, INC. . . . .	.498 7th Ave. ( 7 Fl.) . . . . .	LA. 4-2877
	HERBERT SONDHEIM, INC. . . . .	.530 7th Ave. (20 Fl.) . . . . .	LA. 4-7540
	FRANK STARR, INC. . . . .	.530 7th Ave. (19 Fl.) . . . . .	LA. 4-7690
	SUZANNE-AUGUSTINE, INC. . . . .	.1 W. 47 St. ( 7 Fl.) . . . . .	PL. 7-3465
	HANNAH TROY, INC. . . . .	.530 7th Ave. ( 2 Fl.) . . . . .	LO. 3-0988
	SAMUEL WINSTON, INC. . . . .	.530 7th Ave. (11 Fl.) . . . . .	CH. 4-2617